

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1-13. (canceled)

Claim 14. (currently amended) A method for generating revenue using electronic mail, comprising the steps of:

~~providing a system according to claim 1;~~

transmitting an e-mail message from ~~a~~ the first client computer to ~~a~~ the host server through ~~the~~ at least one computer network, wherein the e-mail message comprises ~~an~~ the e-mail address of ~~an~~ the e-mail user, ~~an~~ the e-mail address of at least one e-mail recipient, a subject, and a body;

appending advertisement retrieval software means to the e-mail message, wherein the advertisement retrieval software means comprises information about at least one of ~~a plurality of~~ the advertisements retrievably stored in ~~a~~ the database;

transmitting the e-mail message from the host server to ~~a~~ the second client computer through the at least one computer network; and

displaying the e-mail message on the second client computer, wherein when the e-mail message is first displayed on ~~the~~ second client computer the advertisement software retrieval means is operable at the second client computer to retrieve at least one of the advertisements retrievably stored in the database for display with the e-mail message on the second client computer.

Claim 15. (currently amended) The method of claim 14, further comprising the step of:

storing profile information about the e-mail user in the database, and wherein the information about the at least one of a plurality of advertisements ~~advertisement~~ stored in the database comprises target characteristics associated with each of the plurality of

~~advertisements advertisement, and wherein the information about the e-mail user stored in the database comprises profile information about the e-mail user, and wherein the step of appending advertisement retrieval software means to the e-mail message comprises the steps of:~~

- reading the e-mail user's e-mail address from the e-mail message;
- identifying the e-mail user according to the e-mail user's e-mail address;
- retrieving profile information about the e-mail user from the database;
- comparing the e-mail user's retrieved profile information against the target characteristics associated with the advertisements;

- selecting at least one advertisement comprising target characteristics which correlate positively to the e-mail user's profile information; and

- appending advertisement retrieval software means to the e-mail message, the advertisement retrieval software means comprising information about the at least one selected advertisement.

Claim 16. (currently amended) The method of claim 14, further comprising the step of :

storing profile information about the e-mail user in the database, and wherein the information about the at least one of a plurality of advertisements advertisement stored in the database comprises at least one keyword associated with each of the plurality of advertisements advertisement, and wherein the information about the e-mail user stored in the database comprises profile information about the e-mail user, and wherein the step of appending advertisement retrieval software means to the e-mail message comprises the steps of:

- reading the e-mail user's e-mail address from the e-mail message;
- identifying the e-mail user according to the e-mail user's e-mail address;
- parsing the subject and body of the e-mail message to identify keywords which may be present therein;
- updating the e-mail user's profile information in the database;
- retrieving updated profile information about the e-mail user from the database;

comparing the e-mail user's retrieved profile information against the at least one keyword associated with the advertisements;

selecting an advertisement comprising at least one of the associated keywords which correlates positively to the e-mail user's profile information; and

appending advertisement retrieval software means to the e-mail message, the advertisement retrieval software means comprising information about the at least one selected advertisement.

Claim 17. (original) The method of claim 14, further comprising the steps of:

transmitting a return communication from the second client computer to the host server when the e-mail message is displayed on the second client computer; and

accounting for advertising revenue and advertising expense in response to the receipt of the return communication by the host server.

Claim 18. (currently amended) A method for sending e-mail messages appended with advertising, comprising the steps of:

~~providing a system according to claim 9;~~

storing an identifier for an entity selected by an e-mail user;

transmitting an e-mail message from a the first client computer to a the host server through ~~the~~ at least one computer network, wherein the e-mail message comprises an the e-mail address of the e-mail user, an ~~the~~ e-mail address of at least one e-mail recipient, a subject, and a body;

appending advertisement retrieval software means to the e-mail message, wherein the advertisement retrieval software means comprises information about at least one of a plurality of ~~the~~ advertisements retrievably stored in a ~~the~~ database;

transmitting the e-mail message from the host server to a ~~the~~ second client computer through the at least one computer network; ~~and~~

displaying the e-mail message on the second client computer;

retrieving, ~~wherein when the e-mail message is first displayed on second client computer the advertisement software retrieval means is operable at the second client~~

~~computer to retrieve~~ at least one of the plurality of the advertisements retrievably stored in the database for display with the e-mail message on the second client computer; and accounting for a contribution to the entity identified by the stored identifier.

Claim 19. (currently amended) The method of claim 18, further comprising the step of:

storing profile information about the e-mail user in the database, and wherein the information about the at least one advertisement stored in the database comprises target characteristics associated with each advertisement, and wherein the information about the e-mail user stored in the database comprises profile information about the e-mail user, and wherein the step of appending advertisement retrieval software means to the e-mail message comprises the steps of:

reading the e-mail user's e-mail address from the e-mail message;
identifying the e-mail user according to the e-mail user's e-mail address;
retrieving profile information about the e-mail user from the database;
comparing the e-mail user's retrieved profile information against the target characteristics associated with the advertisements;

selecting at least one advertisement comprising target characteristics which correlate positively to the e-mail user's profile information; and

appending advertisement retrieval software means to the e-mail message, the advertisement retrieval software means comprising information about the at least one selected advertisement.

Claim 20. (currently amended) The method of claim 18, further comprising the step of:

storing profile information about the e-mail user in the database, and wherein the information about the at least one advertisement stored in the database comprises at least one keyword associated with each advertisement, and wherein the information about the e-mail user stored in the database comprises profile information about the e-mail user, and wherein the step of appending advertisement retrieval software means to the e-mail message comprises the steps of:

reading the e-mail user's e-mail address from the e-mail message;
identifying the e-mail user according to the e-mail user's e-mail address;
parsing the subject and body of the e-mail message to identify keywords which may be present therein;
updating the e-mail user's profile information in the database;
retrieving updated profile information about the e-mail user from the database;
comparing the e-mail user's retrieved profile information against the at least one keyword associated with the advertisements;
selecting an advertisement comprising at least one of the associated keywords which correlates positively to the e-mail user's profile information; and
appending advertisement retrieval software means to the e-mail message, the advertisement retrieval software means comprising information about the at least one selected advertisement.

Claim 21. (new) A method for advertising using electronic e-mail comprising:
composing an e-mail on a first client computer
sending the e-mail to a recipient;
appending a sub-message associated with an advertisement to the e-mail at a host server while the mail is enroute to the recipient;
delivering the appended e-mail to a second client computer; and
displaying with the second client computer the advertisement associated with the sub-message.

Claim 22. (new) The method of claim 21, wherein:
the step of appending comprises appending an advertisement retrieval software means to the e-mail; and
the step of displaying comprises
retrieving an advertisement from a host computer with the advertisement retrieval software means, and
displaying the retrieved advertisement.

Claim 23. (new) The method of claim 21, wherein the step of appending comprises:
 obtaining the sub-message associated with an advertisement from a data base with
a third computer; and
 appending the sub-message associated with an advertisement to the e-mail enroute
to the recipient with the third computer.

Claim 24. (new) The method of claim 21, further comprising:
 determining profile information regarding the e-mail recipient;
 comparing the profile information with target characteristics associated with the
advertisement; and
 selecting the sub-message to be appended to the e-mail enroute to the recipient
based upon the comparison.

Claim 25. (new) The method of claim 21, further comprising:
 determining profile information regarding an e-mail account used to compose the
e-mail;
 comparing the profile information with target characteristics associated with the
advertisement; and
 selecting a sub-message associated with an advertisement based upon the
comparison, and wherein:
 the step of appending a sub-message associated with an advertisement to the e-
mail enroute to the recipient comprises appending the selected sub-message.

Claim 26. (new) The method of claim 21, further comprising the steps of:
 transmitting a return communication from the second client computer to the host
server when the advertisement is displayed by the second client computer; and
 accounting with the host server for advertising revenue and advertising expense in
response to the receipt of the return communication.

Claim 27. (new) The method of claim 26, further comprising:

accounting for a contribution to an entity designated by the e-mail user in response to the receipt of the return communication.